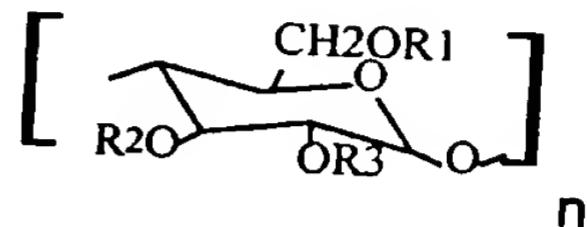


WHAT IS CLAIMED IS:

1. A laundry detergent composition comprising:
 - (a) an anionically modified cellulose having the following structure:

T,0450

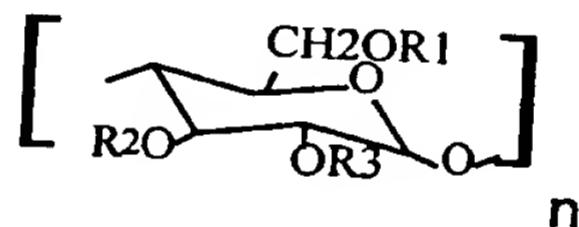
*n*

5 wherein n=10 to 10,000; at least one of R1, R2 and R3 is substituted with an anionically modified group selected from the group consisting of carboxyl, sulphonyl, or phosphonyl group; and

10 (b) a cationic metal ion, wherein the molar ratio of the anionically modified group to the cationic metal ion is from about 50:1 to about 1:50.

2. A laundry detergent composition according to Claim 1, wherein the AMC has the following structure:

T,0451

*n*

5 wherein n=10 to 10000; at least one of R1, R2, and R3 is substituted with an anionically modified group selected from the group consisting of carboxyl, sulphonyl, or phosphonyl group and the remaining R1, R2 and R3 is substituted from the group consisting of carboxyl, sulphonyl, phosphonyl, acetyl, ether, ester, hydrogen, alkyl, hydroxyl or amido groups.

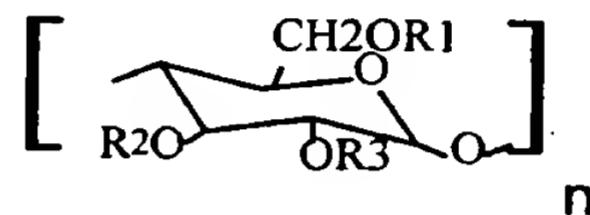
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3. The laundry detergent composition according to Claim 2, wherein the AMC is selected from the group consisting of ether modified carboxymethyl cellulose, ether modified carboxyethyl cellulose, ether modified carboxymethylethyl cellulose, ester modified carboxymethyl cellulose, ester modified carboxyethyl cellulose, ester modified carboxymethylethyl cellulose, amido modified carboxymethyl cellulose, amino modified carboxyethyl cellulose, amido modified carboxymethylethyl cellulose and mixtures thereof.

4. The laundry detergent composition according to Claim 1, wherein the cationic metal ion is selected from the group consisting of alkaline metal ion, alkaline earth metal ion, aluminium and mixtures thereof.

5. A laundry detergent composition comprising:

- from about 0.01% to about 60% by weight of a detergitive surfactant;
- from about 3% to about 60% by weight of a detergent builder;
- from about 0.1% to about 20% by weight of an anionically modified cellulose (AMC) having the following structure:



wherein n=10 to 10,000; at least one of R1, R2 and R3 is substituted with an anionically modified group selected from the group consisting of carboxyl, sulphonyl, or phosphonyl group; and

- from about 0.1% to about 20% by weight of a cationic metal ion, wherein the molar ratio of the anionically modified group of the AMC to the cationic metal ion is from about 50:1 to about 1:50.

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6. The laundry detergent composition according to Claim 5, wherein the surfactant is selected from the group consisting of anionic, cationic, amphoteric, nonionic, and mixtures thereof; and the detergent builder is selected from the group consisting of pyrophosphates, orthophosphates, tripolyphosphates, higher phosphates, alkali metal carbonates and bicarbonates, alkali silicates, aluminosilicates, polycarboxylates, and mixtures thereof.

7. The laundry detergent composition according to Claim 5, wherein the AMC is selected from the group consisting of ether modified carboxymethyl cellulose, ether modified carboxyethyl cellulose, ether modified carboxymethylethyl cellulose, ester modified carboxymethyl cellulose, ester modified carboxyethyl cellulose, ester modified carboxymethylethyl cellulose, amido modified carboxymethyl cellulose, amino modified carboxyethyl cellulose, amido

modified carboxymethylethyl cellulose and mixtures thereof and the cationic metal ion is selected from the group consisting of alkaline metal ion, alkaline earth metal ion, aluminium and mixtures thereof.

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8. The laundry detergent composition according to Claim 5, further comprising an enzyme selected from the group consisting of protease, amylase, lipase, cellulase, peroxidase, and mixtures thereof.
9. The laundry detergent composition according to Claim 5, wherein the cationic metal ion is magnesium ion or calcium ion and the anionically modified cellulose which is selected from the group consisting of ether modified carboxymethyl cellulose, ether modified carboxyethyl cellulose, ether modified carboxymethylethyl cellulose, ester modified carboxymethyl cellulose, ester modified carboxyethyl cellulose, ester modified carboxymethylethyl cellulose, amido modified carboxymethyl cellulose, amino modified carboxyethyl cellulose, amido modified carboxymethylethyl cellulose and mixtures thereof.
- 5 10. The laundry detergent composition according to Claim 8, further comprising a bleaching agent selected from the group consisting of perborates, percarbonates, peroxyhydrates, peroxides, persulfates, and mixtures thereof.

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